

# Greenville

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It's a breezy, cool afternoon. You are walking along the sidewalk parallel to the river. The sky has cast a beautiful sunset layered with golden yellows, pastel pinks, purples, reds and warm orange tones. You've had a great, happy, relaxed day. You have learned some history, seen the local museum and now you're ready for a good night's rest.

You wonder to yourself, "What would make this day any better?"

Immediately you turn and see people gathering and chatting. They look excited and intrigued. You wonder what's going on and then the music begins. You realize that it's "Sunday in the Park," down in Greenville at the Town Commons. The fun has started all over again.

The beautiful town of Martinsborough was founded in 1771. The town received its name from Royal Gov. Josiah Martin. In 1774, Martinsborough was moved three miles west of its original location. During 1786, the name was changed to a more noticeable name, Greensville. The name came from a Revolutionary War hero, General Nathaniel Greene. Soon after, it was shortened to Greenville as we now know it to be.

In the early years, Greenville was a navigable waterway along the Tar River. Also there were several riverboat lines that transported goods as well as passengers. As for the industry, the land was fertile for farming. Cotton was the leading agricultural crop until tobacco moved in. Tobacco became the leading money making crop and placed Greenville as one of North Carolina's leading marketing and warehouse centers. Greenville still produces a lot of tobacco, but there are other leading industries as well.

Greenville was very proud of its small state-supported college. East Carolina Teachers College was founded in 1907. It was designed to increase the teacher ratio in the eastern part of the state. By the mid 1960's, the small state supported college began to grow. It became the third largest state-supported college. Enrollment increased to about 8,000 students which was twice the enrollment counted in 1960. During 1967, East Carolina Teachers College became known as the familiar East Carolina University. In 1977, the school admitted its first four year class of 28 students to the ECU Medical School. In 1999, to recognize continued support, ECU Medical School became The Brody School of Medicine at ECU. Enrollment of the college overall, now has increased to more than 20,000 students. The college continues to grow just as Greenville's economic development grows.

Economic development began in 1968, Burroughs Wellcome, a pharmaceutical research and manufacturing firm, chose to reside in Greenville. The company now employs around 1400 people and ownership has changed hands to DSM Catalytica Pharmaceuticals. Several industries are responsible for aiding the town's development: Rubbermaid, NACCO Materials Handling Group, Grady-White Boats, and ASMO, just to name a few. Mandy Moye, administrative assistant with the Pitt County Development Commission, says "I can assure you that we are working with many companies and hope they will choose Greenville and Pitt County for their home." "A few tenants to the

Technical Enterprise Center are CTMG Inc. (A clinical trials management group), Carolina Chemical, and Microbe Management. These new tenants employ about 10 people and hope to expand in the future.” “One thing is for certain: The area is enjoying a cycle of new wealth, increased shopping and recreational opportunities, and superior health care,” writes Kari K. Ridge in the 2004 edition of Images Magazine in Greenville. The development of this area is constantly growing and improving. The industries mentioned provide many jobs for this area, but the hospital provides even more.

Pitt County Memorial Hospital located in Greenville, provides approximately 5,026 jobs for this area. However, they didn't begin that way. They started out small as most hospitals do. In the early 1960's, a group of leaders in Eastern North Carolina decided that a medical school should be added to East Carolina Teachers College. These men wanted to make sure modern medicine was brought to this area, with the addition of the medical school, came the partnership with the local hospital. The Brody School of Medicine works together with PCMH to train students in medicine. Also, they provide graduating students with jobs in addition to a great future.

After long hours of studying and working strenuous jobs, students look for avenues of relaxation. Greenville has a wealth of activities as one long time resident recalls. Sharon Brewington has lived almost 42 years in Greenville and when asked would she leave she states, “There's a possibility.” Now you might be wondering why after all these years she would even think of leaving. “If God told me to move, I would move but I like living here.” She remembers the early days when Greenville was just beginning. “Growth has been slow paced but steadily growing.” She comments, and “that's what I like about it.”

When it came to fun she would watch the football games played by her brothers, visit the Cultural Center on the ECU campus (known as the Ledonia Wright African American Cultural Center), and there were always high school plays and college dramas to see. Greenville has changed dramatically since her early years of growing up, but it has maintained a close community. If you grew up in the area everyone knew you, I recall hearing. So even though with the industrial developments, Greenville has maintained a down-home atmosphere which continues to draw visitors and residents alike.

There are so many attractions for visitors to see. The best place to start is at the Pitt-Greenville Convention Center and Visitors Bureau. While meeting with Debbie Vargas, executive director, she provided information on festivals, local dramas, museums, and live music.

“There's a lot to do here, but this should be enough to get you started,” she says. Greenville and the Pitt County area receive many visitors each year. There are many places to shop. Any thing from antiques to Zales and new stores are being built everyday. There are several locations to lodge. A complete listing can be found in the Visitors Guide. In 2002 tourism expenditures reached \$140.03 million. This gave a .5 percent increase from 2001. Depending upon the time of year that you visit, you're sure to catch a Shad (in March), a Dogwood (in April), a Watermelon (in August), a Harvest (in September), or the much talked about Collard festival. If you love down-home country cooking, then the Ayden Collard Festival is just the thing for you. The community gets together in September and cooks collards. They have contest galore. Cooks from everywhere come and cook their favorite dish of collards with their special recipes. You can eat collards

until you pass out. The best record for the collard festival eating contest is eight pounds. Imagine that. They are just that good. If collards are not for you then one of the other festivals is sure to brighten your day. You could always try another form of entertainment.

The dramas at ECU are a continuing production during summer months. One drama that has been presented is *The Rivals*. *Damn Yankees* is an upcoming event. ECU also provides music ensembles, symphony orchestra pieces, and contemporary jazz ensembles throughout the year. ECU is constantly getting involved in the community.

The Greenville Museum of Art currently houses many of ECU graduates' artwork. While visiting the museum, the display is simply amazing. As you walk down the long, bright corridor, you begin to see how the students have excelled at their studies. With the usage of textures, different metals, and imaginations, the students have created a warm and friendly environment to view art. Many of their displays were created just for the museum. The museum was founded in 1939 by Rachel Maxwell Moore. Since then, the museum has had several name changes and renovations to make it the beautiful gallery it is today.

It has special galleries for the works of Speight and Blakeslee, and Kenneth Noland. It also has local displays from Pitt County Community College, and works by Pitt County School's art students. Catherine Coulter, education director at the museum comments. "We definitely have visitors of all ages, people from 2 ½ to over 80 have participated in our classes and special events. We have an extensive outreach program in Pitt County."

A particular place of interest would be the Jugtown Pottery Collection. "Seagrove, N.C. is the home of Jugtown Pottery," she says "and the Bushbees were responsible for the establishment of Jugtown."

Jugtown Pottery has been made in North Carolina since the early 1920's. The largest collection of this beautiful multicolored, earth tones, and multi-textured artwork is located here in Greenville. This pottery has a strong history of keeping tradition. You should really learn more about this interesting art.

After visiting the Museum of Art, you will be in the downtown area and ready for some live music at eh Town Commons. Sunday in the Park shows different types of dramas and provides live music at the amphitheater. Held during the summer, every Sunday night at 7 p.m. you get a variety of music and fun. Quite a variety is represented, from community bands, to orchestras to rhythm and blues, to blue grass and soul. I'm sure your musical tastes will be satisfied. There is a warm feeling of contentment and pure enjoyment as residents and visitors listen and interact with each other.

As you sit back and smell the green, freshly cut lawn, you recall your day in Greenville. A flock of birds fly overhead. The sun is slowly setting. The sky has cast a beautiful sunset layered with golden yellows, pastel pinks, purples, reds, and warm orange tones. You look around at the multitude of people and realize you are glad you came.